

Professional Products

A high rate of innovation, production close to the market and a well-developed global customer and service network represent vital competitive advantages for Electrolux. The Group is currently a leading supplier of professional kitchen and laundry products with low energy and water consumption.

Electrolux Professional Products is a leading, global supplier of complete solutions for professional kitchens and laundries. The additional focus is on providing individual products primarily to restaurant chains, increasing the proportion of replacement products and growing faster in the emerging markets of Asia and Latin America. Approximately 80% of sales is under the Electrolux brand. Products for professional kitchens are also sold under the Zanussi brand. In addition, Molteni is a brand of exclusive cookers. In the US, approximately half of the Group's laundry equipment is sold under the Wascomat brand, via a distributor.

High level of innovation

A high level of innovation is crucial to the ability to fulfill customer requirements. Over the past years, Electrolux has invested an average of 5% of total product costs in product development. All product development takes place on a global basis, but the products are adapted to suit regional needs. The Group, with its prominent designs and patents for professional kitchens and laundry products, is a leading supplier of energy- and water-efficient products.

Production close to market

Products for professional kitchens and laundries are often large and complex, while customers expect short delivery times. Customers expect service facilities to be available locally.

Own-manufactured products have accounted for a growing proportion of Group sales in recent years. The Group currently operates its own production facilities in Sweden, France, Italy, Switzerland and Thailand.

Focus on Green products

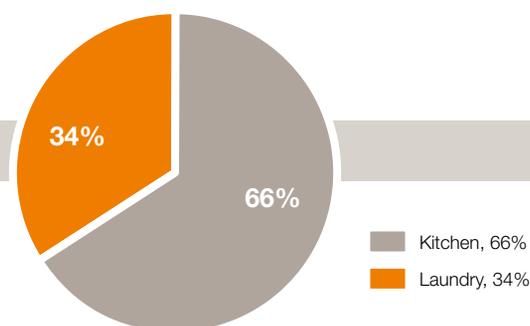
Green Spirit products are, from an environmental viewpoint, best-in-class for professional users. They meet user demands for energy, gas and water efficiency and the requirements for reduced amounts of detergents for dishwashing and laundry. In addition, more than 90% of the material used in the products is recyclable. The products in Professional Products are marketed to customers on the basis of a lifecycle perspective. Operating costs represent a large portion of the life-cycle costs for kitchen and laundry equipment.

Kitchen solutions for both professionals and consumers

The activities in Professional Products and Consumer Durables benefit from each other. A growing interest in cooking has led to consumers drawing inspiration from visits to restaurants with open kitchens and demanding products with a professional look for their own kitchens. Many of the world's best chefs and restaurants use kitchen appliances from Electrolux. Electrolux has a unique position in the industry to be able to offer kitchen solutions for both professional users and consumers.

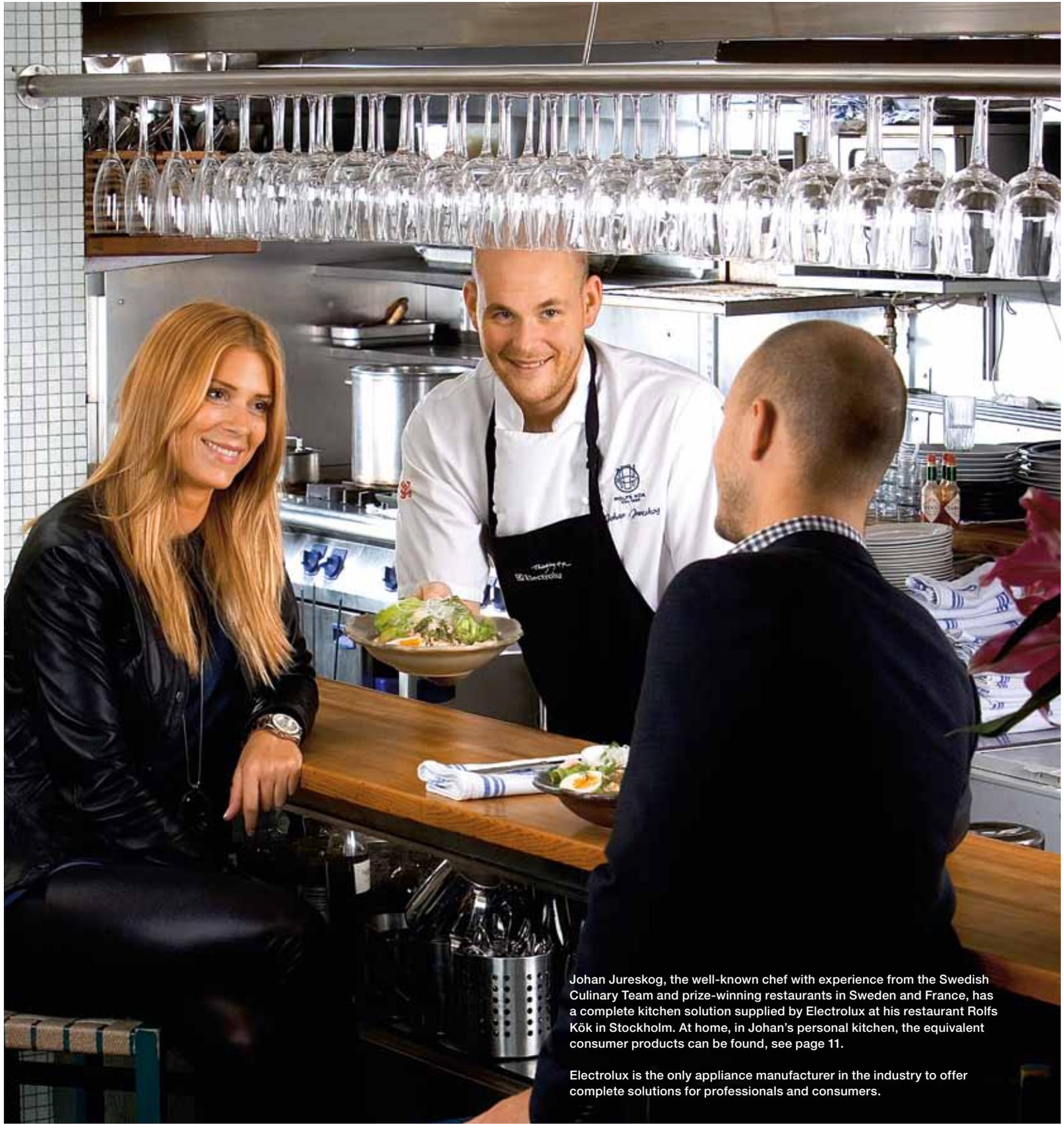
The launch of Electrolux as a brand for professional laundry equipment in the US in 2009 and 2010 benefitted from the existence of consumer products under the same brand. Since 2007, the proportion of consumers in the US who connect the Electrolux brand to household appliances has increased from 10% to 70% as a result of the Group's large-scale product launches in the premium segment.

Want to know more about the profitable transformation of Professional Products? Go to page 54–55 ►



Share of sales within Professional Products

Professional products comprise food-service equipment for hotels, restaurants, institutions and chains, as well as laundry equipment for apartment-house laundry rooms, laundrettes, hotels and other professional users. Approximately 80% of sales is under the Electrolux brand, although products for professional kitchens are also sold under the Zanussi brand and products for laundry equipment under the Wascomat brand.



Johan Jureskog, the well-known chef with experience from the Swedish Culinary Team and prize-winning restaurants in Sweden and France, has a complete kitchen solution supplied by Electrolux at his restaurant Rolfs Kök in Stockholm. At home, in Johan's personal kitchen, the equivalent consumer products can be found, see page 11.

Electrolux is the only appliance manufacturer in the industry to offer complete solutions for professionals and consumers.

Examples of innovative products in Professional Products

Air-o-steam Touchline oven



High Speed Panini Grill



Molteni Professional cooker



Tumble-dryer Eco Power

